LEO BURNETT U.S.A.
Ad No. 410—Smokmaker—Req. No. 91854—1 page 4/C bleed,—Digest 11⅛ in.—Time, Newsweek, Sports Illustrated (A)
Printed in U.S.A.

1. In the crash of '29, T. W. Morford was left with nothing but his cigarette holder.
2. It wasn't a total loss, since it did give him a cleaner taste. Just like today's Parliament, with the recessed filter that's tucked back, away from your lips.
3. With Parliament, you never taste a filter. Just rich, clean flavor. Now that's a good investment.
The Parliament recessed filter.
It works like a cigarette holder works.
PARLIAMENT
100's
Parliament
Parliament
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health

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